

CLAIMS:

1. A dual display system comprising:
 - a graphic article providing a first display in a first lighting condition; and
 - a projection system providing a second display in a second lighting condition.
2. The dual display system of claim 1, wherein the graphic article is a unidirectional graphic article.
3. The dual display system of claim 2, wherein the graphic article is a perforated imaged film.
4. The dual display system of claim 1, wherein the first lighting condition is a high brightness viewing condition and the second lighting condition is a low brightness viewing condition.
5. The dual display system of claim 1, wherein the projection system comprises a projector and a diffuser screen.
6. The dual display system of claim 5, wherein the projector is computer controlled.
7. The dual display system of claim 5, wherein the graphic article is attached to an inside surface of a window substrate and the diffuser screen is attached between the graphic article and the projector.

8. The dual display system of claim 5, wherein the graphic article is attached to an outside surface of a window substrate and the diffuser is attached to an inside surface of the window substrate.
9. The dual display system of claim 5, wherein the diffuser screen is a diffusing window substrate and the graphic article is attached to an outside surface of the window substrate.
10. The dual display system of claim 1, wherein the projection system is a television/computer display.
11. The dual display system of claim 1, wherein the second display provided by the projection system is at least one fixed image.
12. The dual display system of claim 1, wherein the second display provided by the projection system is a full motion video.
13. The dual display system of claim 1, wherein the first display conveys information relevant to a time period associated with the first lighting condition and the second display conveys information relevant to a time period associated with the second lighting condition.
14. A dual display article for attachment to a window substrate, comprising:
 - a graphic article providing a first display in a high brightness condition; and
 - a diffuser attached to the graphic article for receiving and displaying a projection in a low brightness condition.

15. The dual display article of claim 14, wherein the graphic article is a unidirectional graphic article.
16. The dual display article of claim 15, wherein the graphic article is a perforated imaged film.
17. The dual display article of claim 16, wherein the graphic article has a perforation of 10%-70% and the diffuser screen has a transmission of 20%-90%.
18. The dual display article of claim 17, wherein the graphic article has a perforation of about 40%-50% and the diffuser screen has a transmission of about 50%-70%.
19. The dual display article of claim 18, wherein the graphic article has a perforation of about 40% and the diffuser screen has a transmission of about 60%.
20. The dual display article of claim 14, wherein the high brightness condition is daylight and the low brightness condition is nighttime.
21. The dual display article of claim 14, wherein the graphic article is attachable to an inside surface of the window substrate and the diffuser is attached to the graphic article opposite from the window substrate.
22. A method of displaying multiple images in different lighting conditions, comprising:
attaching a perforated image film bearing a first display to a first side of a transparent substrate, the first display being visible in a first lighting condition;

attaching a diffuser screen to a second side of the transparent substrate opposite the first side of the transparent substrate; projecting a second display through the diffuser screen, the second display being visible in a second lighting condition.

23. The method of claim 22, wherein the first lighting condition is a high brightness condition and the second lighting condition is a low brightness condition.
24. The method of claim 22, wherein projecting the second display through the diffuser screen is performed by a computer controlled projector.
25. The method of claim 22, wherein projecting the second display through the diffuser screen is performed by a television/computer display.
26. The method of claim 22, wherein the second display is at least one fixed image.
27. The method of claim 22, wherein the second display is a full motion video.